



PRESS RELEASE

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With its oenological oak range, SEGUIN MOREAU innovates for your winemaking!

As vinification for white and rosé wines is about to begin, SEGUIN MOREAU is innovating and offering new solutions in its oenological oak range: qualitative solutions to meet this season's economic challenges.

Renowned for its impactful innovations, resulting from many years of research and development, the Seguin Moreau cooperage is launching two new products in its range of alternative products at the beginning of July: Oenofirst Rosé[s] and Oenostaves Exception.

The Oenofirst range is now available for rosé wines:

The Oenofirst range, known for its 2 references **R00 and R01**, presented as compacted bricks - Seguin Moreau's patented innovations already adopted by many cellar masters - has been extended and now exists for rosé wines.

Developed in partnership with the R&D department and the oenologists of the ICV group, Oenofirst Rosé[s] simply needs to be infused into the must or wine during alcoholic fermentation. Easy to use in its net ready to be inserted in the vat, economical, and without risk for the operators (due to the compacting, no wood dust is released during handling), **Oenofirst Rosé[s]** makes working in the cellar safe and easy. It is a simple and effective solution to enhance the aromatic expression and balance in the mouth of rosé wines. Thanks to its precise formulation, it also makes it possible to delay the evolution of the wine colour while preserving its fruity aromas.



Oenofirst Rosé[s]: an asset to guarantee the commercial longevity of rosé wines!

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Alongside the latest Oenofirst, the EXCEPTION range is also expanding: Oenostaves have been added to the existing Oenochips.

"Exception" range as exceptional! The name of this range has its origin not only in the exceptional selection of these products, but also in the results, which have also been described as exceptional by the winemakers involved in the experimental phases.



The wood selection - heart of the Seguin Moreau cooperage's DNA - is one of the keys to the quality of these products: the woods used in the manufacture of this range are the result of ultra-precise qualitative analyses. Indeed, on arrival at the wood yard, each boule is individually analysed in order to identify the components essential for integration into this new range. Which components? This is part of the manufacturing secret, but it is made possible by the data and analyses base built up over 30 years by the R&D Laboratory located within the cooperage itself.

Crédit photo : Studio Prigent / Seguin Moreau

Thus, after the Oenochips Exception, which for the last 2 years have earned recognition for the quality of their organoleptic benefits, the range has widened and now includes **Oenostaves Exception**.

These new products will meet the needs of winegrowers looking for solutions comparable to barrel ageing; bringing power, liveliness and freshness on the palate, they will highlight the fruity and floral notes of the wines.

Let yourself be seduced by the wine profiles obtained thanks to this truly 'Exceptional' range of products!

The new products proposed by Seguin Moreau are in line with the oenological and economic expectations of winegrowers and can be offered as samples. One more reason, if needed, to try them out!

Find the photos of this article in HR by clicking on the pictogram below:



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